



# PLAYERS GO PLACES

**Low Tar Players.**  
Regular and Menthol  
Kings and 100's

Kings: 12 mg "tar," 1.0 mg nicotine—100's: 14 mg "tar,"  
1.1 mg nicotine av. per cigarette, by FTC method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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